Rate Type

\$550.00 NM

\$550.00 NM

\$550.00

\$550.00

NM

NM

INVOICE T



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Mentzer Media Services Attention: Accounts Payable 600 Fairmont Ave Suite 306 Towson, MD 21286

Send Payment To:

Weeks:

Spots: # Ch

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

FW - F

Invoice_#	Invoice Date	Invoice Month	Invoice Period
022255 4	00/20/42	Contombou 2042	08/27/12 - 09/30/12
932355-1	09/30/12	September 2012	06/2//12-09/30/12

Station Account Executive Sales Office Sales Region WESH Fran Berg Eagle-Washington National

Estimate Number Advertiser Product 1758 American Crossroads - Issu AMER CROSSROADS

> Flight Dates Order # Alt Order # 09/25/12 - 10/01/12 932355 07888860

Billing Calendar Billing Type Deal# Cash Broadcast

Special Handling

IDB# Advertiser Code Product Code 1021

Agency Ref Advertiser Ref

							Spots/				
Line Start Dat	e End Da	ate Desc	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Type		
1 09/25/12 Class of	09/28/ Time - Pre-	12 Regis emptible wit	& Kelly 9-10 AM h notice	9:00-10:00 AM	-2222	:30	8	\$700.00	NM		
Weeks:	Start Da			Spots/Week	<u>Rate</u>						
	09/24/1			8	\$700.00						
Spots: #		Air Date	Air Time Descrip		Start/End Time		<u>h</u> <u>Ad-ID</u>			<u>Rate</u>	
	NESHTu	09/25/12	9:49 AM Regis &	•	9:00-10:00 AM		0 FLSNTV02A			\$700.00	
5 '	NESHTu	09/25/12	9:58 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 FLSNTV02A	CH		\$700.00	MM
2	NESHW	09/26/12	9:30 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 FLSNTV02A	CH		\$700.00	NM
6 '	NESHW	09/26/12	9:57 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 FLSNTV02A	CH		\$700.00	NM
3 '	WESHTh	09/27/12	9:27 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 FLSNTV02A	.CH		\$700.00	NM
7	WESHTh	09/27/12	9:41 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 FLSNTV02A	CH		\$700.00	NM
8	WESHF	09/28/12	9:38 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 FLSNTV02A	CH		\$700.00	NM
4	WESHF	09/28/12	9:57 AM Regis &	Kelly 9-10 AM	9:00-10: <u>00 AM</u>	:3	0 FLSNTV02A	СН		\$700.00	NM
2 09/25/12 Class of			Today Show II -emptible without n	10AM-11AM ootice	-2222	:30	8	\$600.00	NM		
Weeks:	Start Da 09/24/1			Spots/Week 8	<u>Rate</u> \$600.00						
Spots: #	Ch <u>Day</u>	Air Date	Air Time Descrip	<u>tion</u>	Start/End Time	<u>Leng</u> i	th <u>Ad-ID</u>			<u>Rate</u>	Type
1	WESHTu	09/25/12	10:28 AM NBC To	day Show II	10AM-11AM	:3	0 FLSNTV02	\CH		\$600.00	NM
8	WESHTu	09/25/12	11:00 AM NBC To	day Show II	10AM-11AM	:3	0 FLSNTV02	ACH		\$600.00	NM
2	WESHW	09/26/12	10:28 AM NBC To	day Show II	10AM-11AM	:3	0 FLSNTV02	ACH		\$600.00	NM
5	WESHW	09/26/12	10:52 AM NBC To	day Show II	10AM-11AM	:3	0 FLSNTV02	ACH		\$600.00	NM
6	WESH <i>Th</i> See	09/27/12 MG 2.9	NBC To	oday Show /I	10AM-11AM	:0	00			\$ 600.00	NM
3	WESHTh	09/27/12	10:50 AM NBC To	day Show II	10AM-11AM	:3	30 FLSNTV02A	ACH		\$600.00	NM
7	WESHF	09/28/12	10:28 AM NBC To	•	10AM-11AM	:3	30 FLSNTV02	ACH		\$600.00	NM
4	WESHF	09/28/12	11:00 AM NBC To		10AM-11AM	::	30 FLSNTV02	ACH		\$600.00	
3 09/25/12 Class of			Today Show III e-emptible without r	11AM-12PM/10-1 notice	11/ -2222	:30	8	\$550.00	NM		

Rate

Start/End Time

11AM-12PM/10-11/

11AM-12PM/10-11/

11AM-12PM/10-11/

11AM-12PM/10-11/

Length Ad-ID

:30 FLSNTV02ACH

:30 FLSNTV02ACH

:30 FLSNTV02ACH

:30 FLSNTV02ACH

\$550.00

Spots/Week

MTWTFSS

-2222--

Air Time Description

11:27 AM NBC Today Show III

11:59 AM NBC Today Show III

11:27 AM NBC Today Show III

11:59 AM NBC Today Show III

Start Date End Date

09/26/12

09/26/12

Day Air Date

09/30/12

09/24/12

7 WESHTu 09/25/12

1 WESHTu 09/25/12

2 WESHW

5 WESHW

INVOICE



3 WESHSa 09/29/12

1 WESHSa 09/29/12

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice Month Invoice # Invoice Date Invoice Period 932355-1 09/30/12 08/27/12 - 09/30/12 September 2012

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMER CROSSROADS	1758

Ct - + D - t -	D	-t- D	- mi-m 4 i	01-4/5-17			-	ots/	Data	T		
Start Date			cription	Start/End Time		Length		eek	Rate	Туре		
3 09/25/12 Class of T	/09/28 ime - Imn	12 NB0 nediately Pr	C Today Show III e-emptible without	11AM-12PM/10-11/	-2222	:30)	8	\$550.00	NM		
Spots: # C		Air Date	Air Time Descr		Start/End Time	Ler	ngth Ad	<u>1-1D</u>			Rate	Тур
	VESHTh	09/27/12	11:27 AM NBC		11AM-12PM/10-1			SNTV02ACH	Ì		\$550.00	
8 W	VESHTh	09/27/12	11:52 AM NBC		11AM-12PM/10-1	1/	:30 FL	SNTV02ACH	l		\$550.00	N
4 W	VESHF	09/28/12	11:28 AM NBC		11AM-12PM/10-1	1/	:30 FL	.SNTV02ACH	l		\$550.00	N
6 W	VESHF	09/28/12	11:51 AM NBC		11AM-12PM/10-1	1/	:30 FL	SNTV02ACH	l		\$550.00	
4 09/25/12 Class of T	09/28/ Time - Imn		Entertainment To	nigh7:00-730 PM	-2222	:30)	8 9	\$1,400.00	NM		
Weeks:	Start Da	ate End I	Date MTWTFSS	Spots/Week	<u>Rate</u>							
	09/24/1			8	\$1,400.00						D ()	_
Spots: # C		Air Date	Air Time Descr		Start/End Time	Ler	ngth A				Rate 1	
	VESHTu	09/25/12		ntertainment Tonight	7:00-730 PM			SNTV02ACH			\$1,400.00	
	VESHTu	09/25/12		Intertainment Tonight	7:00-730 PM			SNTV02ACE			\$1,400.00	
	VESHW	09/26/12		Intertainment Tonight	7:00-730 PM			SNTV02AC			\$1,400.00	
	VESHW	09/26/12		Intertainment Tonight	7:00-730 PM			SNTV02ACI			\$1,400.00	
	VESHTh	09/27/12		Intertainment Tonight	7:00-730 PM			SNTV02ACI			\$1,400.00	
	VESHTh	09/27/12		Intertainment Tonight	7:00-730 PM			_SNTV02AC			\$1,400.00	
	VESHF	09/28/12		ntertainment Tonight	7:00-730 PM			_SNTV02ACI			\$1,400.00	
4 V	VESHF	09/28/12	7:29 PM M-F E	Entertainment Tonight	7:00 <u>-7</u> 30 PM		:30 FI	_SNTV02ACI	1		\$1,400.00	
09/25/12 Class of T	09/28/ Time - Imn		Access Hollywoo re-emptible withou	d Access Hollywood At notice	-2222	:30	0	8	\$1,400.00	NM		
Weeks:	Start D 09/24/1			Spots/Week 8	<u>Rate</u> \$1,400.00							
Spots: # 0	Ch <u>Day</u>	Air Date	Air Time Desc	ription	Start/End Time	Le	ngth A	d-ID			<u>Rate</u>	Ŋ
1 V	VESHTu	09/25/12	7:41 PM M-F A	Access Hollywood	Access Hollywoo	d/	:30 FI	LSNTV02ACI	Н		\$1,400.00	
7 V	VESHTu	09/25/12	7:56 PM M-F A	Access Hollywood	Access Hollywoo	d /	:30 F	LSNTV02ACI	Н		\$1,400.00	
5 V	VESHW	09/26/12	7:41 PM M-F A	Access Hollywood	Access Hollywoo	d /	:30 F	LSNTV02AC	Н		\$1,400.00	
2 V	VESHW	09/26/12	7:55 PM M-F A	Access Hollywood	Access Hollywoo	d /	:30 F	LSNTV02AC	Н		\$1,400.00	
3 V	VESHTh	09/27/12	7:41 PM M-F A	Access Hollywood	Access Hollywoo		:30 F	LSNTV02AC	Н		\$1,400.00	
8 V	VESHTh	09/27/12		Access Hollywood	Access Hollywoo		:30 F	LSNTV02AC	Н		\$1,400.00	
4 V	VESHF	09/28/12		Access Hollywood	Access Hollywoo		:30 F	LSNTV02AC	Н		\$1,400.00	
	VESHF	09/28/12		Access Hollywood	Access Hollywoo		:30 F	LSNTV02AC	Н		\$1,400.00	
09/25/12 Class of 1	09/28/ Time - Pre	/12 NB -emptible v	C Tonight Show	11:35P-12:35XM	-2222	:3	0	8	\$800.00	NM		_
Weeks:		ate End	Date MTWTFSS	Spots/Week 8	<u>Rate</u> \$800.00							
Spots: # 0		Air Date	Air Time Desc		Start/End Time	Le	ngth A	d-ID			Rate	Ţ
	VESHTu	09/25/12			11:35P-12:35XM		:30 F	LSNTV02AC	Н		\$800.00	
1 V	NESHTu	09/25/12		_	11:35P-12:35XM			LSNTV02AC			\$800.00	
2 V	NESHW	09/26/12		_	11:35P-12:35XM	ì	:30 F	LSNTV02AC	Н		\$800.00	ı
	NESHW	09/26/12	1 .	•	11:35P-12:35XM		:30 F	LSNTV02AC	Н		\$800.00	
	NESHTh	09/27/12		_	11:35P-12:35XM			LSNTV02AC			\$800.00	
	WESHTh	09/27/12		•	11:35P-12:35XM			LSNTV02AC			\$800.00	
	NESHF	09/28/12			11:35P-12:35XM			LSNTV02AC			\$800.00	
	NESHF	09/28/12		•	11:35P-12:35XM			LSNTV02AC			\$800.00	
9 09/29/12 Class of		/12 Sa e-emptible v	t Sunrise 6-8 AM	6:00-8:00 AM	S-	:3	30	3	\$450.00	NM		_
Weeks:	Start D 09/24/	ate End	Date MTWTFSS	Spots/Week 3	<u>Rate</u> \$450.00							
Spots: #		Air Date	Air Time Desc		Start/End Time	Le	ength A	\d-ID			Rate	Т
-		00/20/12		Suprise 6-8 AM	6:00-8:00 AM			1 SNTV0240			\$450.00	

6:00-8:00 AM

6:00-8:00 AM

:30 FLSNTV02ACH

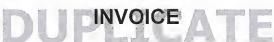
:30 FLSNTV02ACH

\$450.00 NM

\$450.00 NM

6:27 AM Sat Sunrise 6-8 AM

6:59 AM Sat Sunrise 6-8 AM





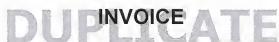
WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 932355-1 | 09/30/12 | September 2012 | 08/27/12 - 09/30/12

	<u>Advertiser</u>	Product	Estimate Number
ļ	American Crossroads - Issu	AMER CROSSROADS	1758

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								Spots/			
Line	Start Date	End Date	Descript	tion	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
5	09/29/12 Class of Tin	09/29/12 ne - Pre-emp		rise 6-8 AM otice	6:00-8:00 AM	S-	:30	3	\$450.00	NM	ma. m. m.
	Spots: # Ch			ir Time Descri	<u>ption</u>	Start/End Time	Leng	th Ad-ID			Rate Type
	2 WE	SHSa 09/	/29/12	7:28 AM Sat Su	nrise 6-8 AM	6:00-8:00 AM	::	30 FLSNTV	02ACH		\$450.00 NM
10	09/29/12 Class of Tir	09/29/12 ne - Pre-emp	NBC Sa	turday otice	Sat 8-10am	S-	:30	3	\$1,200.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12	<u>MTWTFSS</u>	Spots/Week 3	<u>Rate</u> \$1,200.00					
	Spots: # Ch			<u>ir Time</u> <u>Descri</u>		Start/End Time		th Ad-ID			Rate Type
		ESHSa 09/		3:18 AM NBC 9	•	Sat 8-10am	•	30 FLSNTV			\$1,200.00 NM
		ESHSa 09/		8:51 AM NBC S	•	Sat 8-10am	-	30 FLSNTV			\$1,200.00 NM
	3 WE	ESHSa 09/	/29/12	9:00 AM NBC S	Saturday	Sat 8-10am	:	30 FLSNTV	02ACH		\$1,200.00 NM
1	1 09/29/12 Class of Tir	09/29/12 ne - Immedia		tertainment this nptible without	W7:00-8:00 PM notice	S-	:30	2	\$750.00	NM	
	Weeks:	Start Date 09/24/12	09/30/12	S-	Spots/Week 2	<u>Rate</u> \$750.00					
	Spots: # Ch			ir Time Descri		Start/End Time		th Ad-ID	02		Rate Type
		ESHSa 09			ntertainment this Wee			30 FLSNTV			\$750.00 NM
	∠ VVE	ESHSa 09	129/12	7:56 PIVI Sat. E	ntertainment this Wee	k 7:00 <u>-8:00 PM</u>	:	30 FLSNTV	UZACH		\$750.00 NM
12	2 09/29/12	09/29/12	NBC Pr		9:00-10:00 PM	S-	:30	2	\$1,000.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12		Spots/Week 2	<u>Rate</u> \$1,000.00					
	Spots: # Ch			ir Time Descr	-	Start/End Time	Lend	th Ad-ID			Rate Type
		ESH Sa 09. See MG	/29/12	NBC F		9:00-10:00 PM		00			\$1,000.00 NM
	2 WI	ESH Sa 09. See MG		NBC F	Prime	9:00-10:00 PM	:	00			\$ 1,000.00 NM
	4 Wi	ESHSa 09 MG for 1	/29/12 12.2 09/29	9:18 PM Sat N	BC Prime Other	Prime Other	:	30 FLSNTV	′02АСН		\$1,000.00 NM
	3 WI	ESHSa 09 MG for 1	/29/12 12.1 09/29	9:46 PM Sat N	BC Prime Other	Prime Other	:	30 FLSNTV	/02ACH		\$1,000.00 NM
1:	3 09/29/12	09/29/12	NBC Pr	ime L&O SVU	10:00-11:00 PM	S-	:30	1	\$1,200.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12		Spots/Week 1	<u>Rate</u> \$1,200.00					
	Spots: # Ch			<u> Air Time</u> <u>Descr</u>		Start/End Time		gth Ad-ID			Rate Type
	1 W	ESH <i>Sa 09</i> See <i>MG</i>		NBC I	Prime L&O SVU	10:00-11:00 PN	1.	00			\$1,200.00 NM
	2 W	ESHSa 09		0:31 PM Sat N	BC Prime L&O SVU	Prime Other		:30 FLSNT\	/02асн		\$1,200.00 NM
1	4 09/29/12	09/30/12		6-6:30 PM	SA/SU 5:58-6:30 F	PI11	:30	2	\$1,200.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12		Spots/Week 2	<u>Rate</u> \$1,200.00					
	Spots: # Ch			Air Time Descr		Start/End Time	<u>Len</u>	gth Ad-ID			Rate Type
	. –	ESHTu 09			IOON NEWS 12-12:30			:30 FLSNT	/02ACH		\$600.00 NM
	4 W		9/28/12 1 14.2 09/29	2:24 PM M-F N	IOON NEWS 12-12:30	12:00-12:30 PN	Л	:30 FLSNT	/02ACH		\$600.00 NM
	2 W	ESH <i>S</i> a 09 See MG	9/29/12 § 14.3,14.4		U 6-6:30 PM	SA/SU 5:58-6:3	30 P.	:00			\$1,200.00 NM
	1 W	ESHSu 09 LR- Gol		6:58 PM SA/S	J 6-6:30 PM	SA/\$U 5:58-6:3	30 PI	:30 FLSNT	v02ach		\$1,200.00 NM





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 932355-1 09/30/12 September 2012 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
American Crossroads - Issi	AMER CROSSROADS	1758

www.wesh.com

ength	Spots/ Week	Rate	Туре		
:30	3	\$450.00	NM	~ ~ ~ » .	· ·

Line	Start Date	End Date	e Descript	ion	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
15	09/30/12 Class of Tin	09/30/12 ne - Pre-er	Sun Sur nptible with n	nrise@6-8 AM otice	6:00-8:00 AM	S	:30	3	\$450.00	NM	A 44 9 .
	Weeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS S	Spots/Week 3	<u>Rate</u> \$450.00					
	Spots: # Ch	<u>Day</u> A	Air Date A	ir Time Descri	<u>otion</u>	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	2 WE	ESH Su C	9/30/12	3:22 AM Sun St	ınrise@6-8 AM	6:00-8:00 AM	:3	30 FLSNTVO	2ACH		\$450.00 NM
	3 WE	ESH Su C	9/30/12	S:52 AM Sun St	ınrise@6-8 AM	6:00-8:00 AM	:3	30 FLSNTVO	2ACH		\$450.00 NM
	1 WE	ESHSu C	9/30/12 7	7:54 AM Sun Sı	ınrise@6-8 AM	6:00-8:00 AM	:3	30 FLSNTVO	2ACH		\$450.00 NM
16	09/30/12	09/30/12	NBC Su	nday Today	8:00-9:00 AM/9-11	£S	:30	2	\$2,000.00	NM	

Class of Time - Pre-emptible with notice	0.00 0.00 / 11/0 / 11/			
Weeks: Start Date End Date MTWTFSS	Spots/Week	Rate		
09/24/12 09/30/12S	2	\$2,000.00		
Spots: # Ch Day Air Date Air Time Desc	<u>ription</u>	Start/End Time	Length Ad-ID	Rate Type
1 WESHSu 09/30/12 8:28 AM NBC	Sunday Today	8:00-9:00 AM/9-11/	:30 FLSNTV02ACH	\$2,000.00 NM
2 WESHSu 09/30/12 8:59 AM NBC	Sunday Today	8:00-9:00 AM/9-11/	:30 FLSNTV02ACH	\$2,000.00 NM

17 09/30/12 09/30 Class of Time - Pre			HRIS MATTHEW:	S	:30 1	\$1,500.00	NIVI	
Weeks: Start D		MTWTFSS	Spots/Week	Rate				
09/24/	12 09/30/12	S	1	\$1,500.00				
Spots: # Ch Day	Air Date Ai	r Time Description		Start/End Time	Length Ad-ID			Rate Type
1 WESHSu	09/30/12 10	:29 AM CHRIS MA	TTHEWS WKND E	M CHRIS MATTHEW	: :30 FLSNTV02A	CH	5	\$1,500.00 NM

26 09/25/12 09/28/12 NBC Today Show Class of Time - Pre-emptible with notice	7:00-9:00 AM	-1111	:30	4	\$1,400.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFS</u> 09/24/12 09/30/12 -1111-		<u>Rate</u> \$1,400.00					
Spots: # Ch Day Air Date Air Time De	scription	Start/End Time	Length A	\d-lD			Rate Type
1 WESHTu 09/25/12 8:29 AM NB	C Today Show	7:00-9:00 AM	:30 F	LSNTV02	2ACH		\$1,400.00 NM
2 WESHW 09/26/12 8:37 AM NB	C Today Show	7:00-9:00 AM	:30 F	LSNTV0	2ach		\$1,400.00 NM
3 WESHTh 09/27/12 7:29 AM NB	C Today Show	7:00-9:00 AM	:30 F	LSNTV0	2ACH		\$1,400.00 NM
4 WESHF 09/28/12 7:29 AM NB	C Today Show	7:00-9:00 AM	:30 F	LSNTV0	2ACH		\$1,400.00 NM

3 WESTITI 09/2//12 1.29 AWINDO TODAY SHOW	7.00-9.00 AIVI	.30 FESHI VOZACII	\$1,400.00 NIVI
4 WESHF 09/28/12 7:29 AM NBC Today Show	7:00-9:00 AM	:30 FLSNTV02ACH	\$1,400.00 NM
27 09/25/12 09/28/12 M-F 4-5 PM NEWS M-F 4-5 PM Class of Time - Pre-emptible with notice	-2222	:30 8 \$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week 09/24/12 09/30/12 -2222 8	<u>Rate</u> \$800.00		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	<u>Rate</u> <u>Type</u>
1 WESHTu 09/25/12 4:10 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
2 WESHTu 09/25/12 4:53 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
4 WESHW 09/26/12 4:24 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
3 WESHW 09/26/12 4:42 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
5 WESHTh 09/27/12 4:29 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
6 WESHTh 09/27/12 4:53 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
8 WESHF 09/28/12 4:26 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
7 WESHF 09/28/12 4:58 PM M-F 4-5 PM NEWS	M-F 4-5 PM	:30 FLSNTV02ACH	\$800.00 NM
			

Total Spots 79

Payment Terms 30 Days

Gross Total \$73,900.00

Agency Commission \$11,085.00

Net Amount Due \$62,815.00

\$1,600.00 NM

\$1,600.00 NM



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

a second and the second Mentzer Media Services Attention: Accounts Payable 600 Fairmont Ave Suite 306 Towson, MD 21286

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

2 WESHM

1 WESHM

10/01/12

10/01/12

Invoice #	Invoice Date	Invoice Month	Invoice Period
932355-2	10/07/12	October 2012	10/01/12 - 10/01/12

Account Executive Sales Office Sales Region Station Eagle-Washingt National WESH Fran Berg

Advertiser Product Estimate Number AMER CROSSROADS 1758 American Crossroads - Issu

> Flight Dates Order# Alt Order# 932355 09/25/12 - 10/01/12 07888860 Billing Type Billing Calendar Deal# Broadcast Cash Special Handling IDB# Advertiser Code | Product Code 1021 Agency Ref Advertiser Ref

								Spots/			
Line	Start Date	End Date	Description	on	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
2	2 09/25/12 Class of Tir	09/28/12 ne - Immedi	NBC Tod ately Pre-em	lay Show II ptible without r	10AM-11AM notice	-2222	:30	8	\$600.00	NM	
	Weeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS -2222	Spots/Week 8	<u>Rate</u> \$600.00					
	Spots: <u>#</u> Ch 9 Wi	ESHM 10		r Time Descrip 25 PM M-F NO	otion OON NEWS 12-12:30	Start/End Time 12:00-12:30 PM		th Ad-ID 30 FLSNTV02	2асн		<u>Rate</u> <u>Type</u> \$600.00 NN
19	3 10/01/12 Class of Tir	10/01/12 ne - Pre-em	Regis & I	Kelly 9-10 AM	9:00-10:00 AM	M	:30	2	\$800.00	NM	-
	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS M	Spots/Week 2	<u>Rate</u> \$800.00					
	Spots: # Ch	Day Air	Date Air	r Time Descrip	<u>otion</u>	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	1 Wi	ESHM 10	/01/12 9:	:24 AM Regis 8	k Kelly 9-10 AM	9:00-10:00 AM	::	30 FLSNTVO	2ACH		\$800.00 NN
	2 Wi	ESHM 10	/01/12 9:	:37 AM Regis 8	& Kelly 9-10 AM	9:00-10:00 AM	::	30 FLSNTVO	2ACH		\$800.00 NN
20	0 10/01/12 Class of Tir	10/01/12 ne - Pre-em	NBC Tod	lay Show II	10AM-11AM	M	:30	2	\$700.00	NM	
	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS M	Spots/Week 2	<u>Rate</u> \$700.00					
	Spots: # Ch	Day <u>Ai</u>	r Date Air	r Time Descrip	<u>otion</u>	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Typ
	2 WI	ESHM 10	/01/12 10:	:27 AM NBC T	oday Show II	10AM-11AM	::	30 FLSNTV0	2ACH		\$700.00 N
	1 WI	ESHM 10	/01/12 10:	:59 AM NBC T	oday Show II	10AM-11AM	:	30 FLSNTVO	2ACH		\$700.00 N
2	1 10/01/12 Class of Ti	10/01/12 me - Pre-em	NBC Tod	day Show III	11AM-12PM/10-11	, м	:30	2	\$600.00	NM	
	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS M	Spots/Week 2	<u>Rate</u> \$600.00					
	Spots: # Ch	n <u>Day Ai</u>	r Date Air	r Time Descrip	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate Typ
	1 W	ESHM 10	/01/12 11	:27 AM NBC T	oday Show III	11AM-12PM/10	-11/ :	30 FLSNTV0	2ACH		\$600.00 N
	2 W	ESHM 10	/01/12 11	:51 AM NBC T	oday Show III	11AM-12PM/10	-11/ :	30 FLSNTV0	2ACH		\$600.00 NI
2:	2 10/01/12 Class of Ti	10/01/12 me - Pre-em	M-F Ente	ertainment Ton	igł7:00-730 PM	M	:30	2	\$1,600.00	NM	
	Weeks:	Start Date 10/01/12	End Date 10/07/12	MTWTFSS M	Spots/Week 2	<u>Rate</u> \$1,600.00				_	
	Spots: # Ch	n <u>Day Ai</u>	<u>r Date</u> <u>Ai</u>	r Time Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Typ
1											

7:11 PM M-F Entertainment Tonight

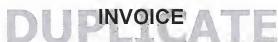
7:28 PM M-F Entertainment Tonight

7:00-730 PM

7:00-730 PM

:30 FLSNTV02ACH

:30 FLSNTV02ACH





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Advertiser	Product	Estimate Number
American Crossroads - Issu	AMER CROSSROADS	1758

www.wesh.com

					Spots/			
Line Start Date End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
23 10/01/12 10/01/12 Class of Time - Pre-emptib	M-F Access Hollywood ble with notice	Access Hollywood	/ M	:30	2	\$1,600.00*	* NM	
	nd Date MTWTFSS 0/07/12 M	Spots/Week 2	<u>Rate</u> \$1,600.00	- 1				
Spots: <u>#</u> Ch <u>Day Air Da</u>			Start/End Time		th Ad-ID			Rate Type
1 WESHM 10/01	/12 7:40 PM M-F Ad	ccess Hollywood	Access Hollywo		30 FLSNTVO			\$1,600.00 NM
2 WESHM 10/01	/12 7:56 PM M-F Ad	ccess Hollywood	Access Hollywo	od /:	30 FLSNTVO	2ACH		\$1,600.00 NM
24 10/01/12 10/01/12 Class of Time - Immediate	NBC Tonight Show ly Pre-emptible without	11:35P-12:35XM notice	M	:30	2	\$800.00	NM	-
	<u>Ind Date</u> <u>MTWTFSS</u> 10/07/12 M	Spots/Week 2	<u>Rate</u> \$800.00					
Spots: # Ch Day Air Da	ate Air Time Descri	<u>otion</u>	Start/End Time	Leng	th Ad-ID			Rate Type
2 WESHM 10/01	I/12 11:59 PM NBC T	onight Show	11:35P-12:35Xi	VI ::	30 FLSNTVO	2ACH		\$800.00 NM
1 WESHM 10/01	I/12 12:31 AM NBC T	onight Show	11:35P-12:35Xi	VI ::	30 FLSNTV0	2ACH		\$800.00 NM
28 10/01/12 10/01/12 Class of Time - Pre-emptib	NBC Today Show ole with notice	7:00-9:00 AM	M	:30	1	\$1,400.00	NM	
	End Date MTWTFSS 10/07/12 M	Spots/Week 1	<u>Rate</u> \$1,400.00					
Spots: <u>#</u> Ch <u>Day</u> <u>Air D</u>	ate Air Time Descri	<u>ption</u>	Start/End Time	Leng	th Ad-ID			Rate Type
1 WESHM 10/01	1/12 7:26 AM NBC T	oday Show	7:00-9:00 AM	:	30 FLSNTVO	2ACH		\$1,400.00 NM
29 10/01/12 10/01/12 Class of Time - Pre-emptib	M-F 4-5 PM NEWS ole with notice	M-F 4-5 PM	M	:30	2	\$800.00	NM	_
	End Date <u>MTWTFSS</u> 10/07/12 M	Spots/Week 2	<u>Rate</u> \$800.00					
Spots: # Ch Day Air D	ate Air Time Descri	ption	Start/End Time	Leng	ath Ad-ID			Rate Type
1 WESHM 10/01	1/12 4:13 PM M-F 4-	5 PM NEWS	M-F 4-5 PM		30 FLSNTVO	2ACH		\$800.00 NM
2 WESHM 10/01	1/12 4:52 PM M-F 4-	5 PM NEWS	M-F 4-5 PM	:	30 FLSNTVO)2ACH		\$800.00 NM
			Total Spots		16			

Payment Terms 30 Days

 Gross Total
 \$15,800.00

 Agency Commission
 \$2,370.00

 Net Amount Due
 \$13,430.00